2 pgs.

RJReynolds
Tobacco Company

T. W. Trader (Tom)
Director - Trade Relations

Winston-Salem, NC 27102
910-741-6955

April 18, 1997

Mr. J. W. Best
Mr P. J. Cundari
Mr. R. M. Sanders
Mr. D. L. Wilmesher

RE: **GENERIC TRADE AD**

Attached is a revised generic trade ad slick for use by field sales management during the remainder of this year. The trade ad has been modified to accommodate a new tag line, but is basically the same as the one currently being used.

As information, The Russell Agency will mail 20 copies of each ad slick to the RSMs the week of April 21, 1997. Please communicate this information to your RSMs, plus remind them that all funding required for placement of an ad must be handled through their budget.

Please contact my office if you have any questions or need additional information.

T. W. Trader

TWT:cg

cc: Mr. R. L. Fiori
Mr. J. A. Geeting
Mr. D. J. Gesmundo
Mr. D. F. Knoll
Mr. D. E. Owens
Mr. J. M. Piscitelli
Mr. B. K. Stockdale
Ms. Brenda Wachter (Russell Agency)
Mr. R. N. Young

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/hfgy0000